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ANARCHY IN THE ARCTIC?

WELL, PROBABLY NOT IN THE NEAR FUTURE. BUT AS THE POLAR ICE MELTS, IT'S UNLOCKING TRADE ROUTES, OIL AND MAYBE SERIOUS CONFLICT PAGE 10

Doing a great job, Defoe ... a little too great

Toronto FC happy for every goal it can get — less so if it takes their top striker away to the World Cup PAGE 24

New sighting in same jet search zone

Satellite data shows possible debris from missing jet in same part of Indian Ocean identified earlier PAGE 6

An elephant never forgets ... or forgives

Drug-addled proboscidean just one dangerous animal encounter featured on next season of Wild Things PAGE 13

NEWS WORTH SHARING.

Where you go, your cell tells

Location tracking. Businesses keep tabs on your unique signal without permission

On Friday nights, Czehoski offers up a rock band; on Sundays, Mondays and Tuesdays, the Queen West restaurant and bar's upper level is closed off.

Both decisions were made by general manager Jeremy Schertzer after consulting the digital trail his customers often unwittingly leave behind.

"We use it to determine demographic trends," Schertzer said. "I always thought it was a younger crowd than it is."

In an effort to cater to particular demographics as well as optimize staffing and marketing, more companies are taking advantage of Wi-Fi signals emitted by smartphones.

The signals — a 12-digit code called a MAC address that's particular to a specific phone — emit 24/7, regardless of whether a person is actively attempting to connect with Wi-Fi.

Companies like Toronto-based Turnstyle Solutions set up sensors to capture the signals, allowing them to build anonymous customer profiles. Sometimes they go a step further, asking people permission to glean everything from age and gender to personal contact information when they connect to a Wi-Fi hot spot.

But at its most basic level, the data is anonymous and gathered without a person's explicit permission.

Privacy

"What gives any company the right to profit off that information? We say nothing gives them the right." Geoffrey White, of the Public Interest Advocacy Centre

"We don't know who you are," said Chris Gilpin, co-founder of Turnstyle Solutions, "but we know this is your fifth time (in a store) this week and on average you spend 20 minutes."

The data is then presented to Gilpin's clients — restaurant owners, retailers and others — "in terms of visit duration, peak frequency and walk-by traffic."

It's a practice used by a growing number of American companies. Mobile carriers like Sprint, AT&T and Verizon use it to target ads depending on location, while smaller companies use it to pinpoint customers' movement within shops.

Despite the anonymity, the tracking has raised concern among consumer advocates in both the United States and Canada.

In the U.S., federal regulators are looking into it. In Canada the practice is fairly new, although the Office of the Privacy Commissioner is keeping a close eye.

Turnstyle Solutions, which started a little over a year ago, is now used in almost 500 locations, many in Canada, and the number of companies expressing interest is on the rise.

No matter how "anonymous" the gathering is, it still raises concerns, said Geoffrey White, counsel with the Public Interest Advocacy Centre.

"Look at companies who may be collecting information about you as you walk down the street with zero knowledge, zero consent and zero understanding that it's happening," White said.

The Privacy Commissioner's office found 90 per cent of Canadians are concerned about the impact of new technology and continue to harbour high expectations when it comes to how their personal information is being collected and used. TORSTAR NEWS SERVICE

Quick facts

If your phone's Wi-Fi is on, it's broadcasting a phone-specific signal.

- Your personal contact information is not broadcast, unless you agree.
- Location data tracking is not currently covered by the Personal Information Protection and Electronic Documents Act.

FOR THE FULL STORY, HEAD TO METRONEWS.CA

COME ON, IF EXTINCTION COULDN'T STOP ME ...

One of the NBA's greatest mascots has returned, showing no sign of the injury that's kept him off all season. After tearing his Achilles tendon, the Raptor spent over five months in rehab before returning to the ACC on Sunday as Toronto took on the Atlanta Hawks. See page 22 for more on the Raptors. RICHARD LAUTENS/TORSTAR NEWS SERVICE

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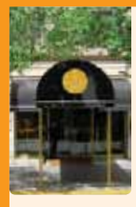

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Retail

Hard times for shops in Oakville

Rita Hollis outside her store in Oakville. TORSTAR NEWS SERVICE

Inside downtown Oakville's Second Chance consignment clothing store, the almost new Coach bag going for $85 won't be there for long.

It's brisk business during the Saturday lunch hour, but around the corner, along Lakeshore Road, the stores where some of the clothes inside Second Chance were originally bought are hurting.

"A lot of people with money, they're not shopping here anymore," says Rita Hollis, owner of L.J. Shoes and Leather.

She works the counter at her own store. "It's all the owners working inside the shops now. They never used to, but who can afford all the staff anymore?"

She rattles off the names of a half-dozen high-end retailers that used to draw business to her shop before they recently closed. More than a dozen other storefronts along old Oakville's once-booming high street are also boarded up or feature "Store Closing" signs.

Higher rents and parking rates, as well as competition from outlet malls and online or cross-border shopping, are being blamed. But the recession's impact on Oakville's affluent class is the theme they all turn to.

TORSTAR NEWS SERVICE

City set to embark on big spring cleanup

Litter. There's a mess to clear away under all that melting snow

Ah, the dawn of spring. Marked by puddles galore, those vast urban lakes of murk that can only be traversed via balletic leap.

And, of course, the appearance of the now-melting snow's accumulated treasures: Flattened pop cans. Soggy leaves. The butts of every cigarette ever puffed in the GTA. Gum wrappers. Candy wrappers. Fast-food wrappers. Gloves. Scarves. Poop. So much poop.

Yes, we are in that awkward transition stage, the Grade 6 school photo of seasons. The beauty lies somewhere in there, underneath the pimples. The mud-soaked grounds will stave that off for a while yet.

Friends Sylvie Brownlow and Lindsay Thompson instead schlepped through the sludge and settled on a bench to chat and eat lunch in the "gross" park.

"I can't believe this is our first park sit of the year," Brownlow said, looking around the mostly empty area disapprovingly.

But things are looking up — and not just the temperatures, set to hover in the neighbourhood of 0 C into next week, and climb up to 7 C by Friday.

In a little over a week, a small army of city workers will spread out across town on an ambitious campaign to spruce up our surroundings.

Adding to this spring's to-do list will be scooping up any leftover debris from the ice storm.

Jim Harnum, the city's general manager of solid waste management services, said residents finding debris on their property should pile twigs and branches into small bundles (no bigger than 1.2 metres long by 0.6 metres wide), and place them on the curb on their regularly scheduled garbage day. Standard collection crews will be responsible for pickup.

Harnum said the city is not taking responsibility for all leftovers, however. Anything found on a resident's property exceeding 7.5 centimetres in diameter will have to be cleared by a private company. People spotting any large item on public property are asked to call 311 so the city can send out a special crew.

TORSTAR NEWS SERVICE

The reinforcements

Fifty litter vacuums, 45 sweepers, 20 front-end loaders, 50 stake trucks, 11 collection trucks and 60 pickup trucks will be needed to beautify city property and remove what will likely be more than 1,000 tonnes of litter. Last year, the city's collective filth weighed 3,600 tonnes.

Celebration of freedom, Greek style

Marchers take part in the Greek Independence Day parade on Danforth Avenue on a sunny but frosty Sunday. Thousands came out for Greek Independence Day, a national holiday celebrated in Greece on March 25, commemorating the start of the War of Greek Independence in 1821. It coincides with the Greek Orthodox Church's celebration of the Annunciation to the Theotokos, when the Archangel Gabriel appeared to Mary and told her that she would bear the son of God.

VINCE TALOTTA/TORSTAR NEWS SERVICE

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Grits' budget won't cater to NDP: Insider

Spring is upon us.
Wynne has said budget will have a proposed provincial pension plan as its centrepiece

The minority Ontario Liberal government will set the stage for a possible June election with a spring budget that does nothing to curry favour with the New Democrats, a senior party insider says.

That puts the spotlight directly on NDP leader Andrea Horwath, who of late has seemed far less bullish about sparking a general election by joining the eager Tories in pulling the plug on the Liberals' 10-year-plus reign.

"There will be no negotiating with the New Democrats this time around," said a veteran Liberal, who spoke to Torstar News Service Sunday on the condition of anonymity.

"They will not design a budget to get the NDP onside ... so the chances for an election increase dramatically," he said.

Wynne has previously acknowledged that unlike last year's budget — where the Liberals appeased the NDP on a few fronts, including a 15 per cent reduction on auto insurance premiums, this year's will not be "let's make a deal."

The Grits are coming off the weekend's annual general meeting where much of the agenda dealt with election readiness.

Liberal officials, supporters and volunteers are keenly aware the window of opportunity for a timely provincial election is closing given there is a municipal election this fall and a federal election campaign next fall and between the two is the 2015 Pan Am Games.

Torstar also learned there was pressure on Wynne to bring in proposed legislation after Family Day setting June 19 as the date for the next general election, putting increased pressure on the NDP to decide or way or the other. The fixed four-year date for the next provincial general election is the fall of 2015, but because it is a minority government that date is anything but sure.

TORSTAR NEWS SERVICE

It's hip to be mayor?

Mayoral candidate and Coun. Karen Stinz busts some flashy moves as she dances on stage with Banugan Kanagaratnam, one of the emcees for Thaalam, The Ultimate Gaana Dance Competition, in the John Bassett Theatre at the Metro Convention Centre on Sunday. VINCE TALOTTA/TORSTAR NEWS SERVICE

Scarborough hospitals

Matthews won't force merger

Ontario's health minister says she hopes a merger between the Scarborough Hospital and Rouge Valley Health System will still proceed even though one hospital has backed off the idea.

"I still have some hope that it will eventually happen," Deb Matthews said, but then indicated that the boards of both hospitals would have to be onside and that the province would not force an amalgamation on them.

"We have seen examples where mergers were forced and decades later they are not working as one organization," she said, referring to a series of mergers forced on hospitals in the 1990s under premier Mike Harris.

While some succeeded, others flopped. In fact, there is widespread agreement that the merger of the two hospitals that now make up the Scarborough Hospital was a failure.

The board of Scarborough Hospital voted against a merger due to the $29.5-million cost. Rouge Valley supported the proposal but both agree more funding is needed from the province. TORSTAR NEWS SERVICE

Mourners leave a funeral service for the Pitamber family at the Brampton Crematorium and Visitation Centre on Sunday. ANDREW FRANCIS WALLACE/TORSTAR

Mourners bid farewell to CO victims

They came by the thousands — relatives, friends, old acquaintances, restaurant patrons — to bid farewell to three members of a family few in the GTA's Guyanese community did not know.

Collective grieving has been ongoing since the March 17 deaths of Peter Pitamber, owner of Brampton restaurant Calypso Hut, his wife Seeta, and the couple's 36-year-old son, Terry.

All three were poisoned by carbon monoxide after they used propane heaters to warm their home last Sunday, according to the surviving son and brother, Jerry Pitamber. Earlier that day, the furnace had broken down.

The mourning culminated Sunday, when three consecutive funeral services were held throughout the day at the Brampton Crematorium and Visitation Centre, each one a traditional Hindu ceremony.

The funerals followed visitations held Saturday night, drawing more than three thousand people. At one point, the throng packed inside the large visitation centre was so thick staff had to reroute mourners through a side door.

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Data shows possible flight debris in same search zone

Malaysia Airlines.
French images show 'potential objects' in area previously flagged by Australia, China

Cyclists hold a banner as they take a moment of silence during the Ride of Prayer for missing Malaysia Airlines flight MH370 outside the departure hall of Kuala Lumpur International Airport in Sepang, Malaysia, Sunday. JOSHUA PAUL/THE ASSOCIATED PRESS

France provided new satellite data Sunday showing possible debris from the missing Malaysia Airlines jet, as searchers combing a remote part of the southern Indian Ocean tried without success to locate a pallet that could be a key clue in solving one of the world's biggest aviation mysteries.

The new information given to Malaysia's government and forwarded to searchers in Australia shows "potential objects" in the same part of the ocean where satellite images previously released by Australia and China showed objects that could be debris from the plane, Malaysia's Ministry of Transport said in a statement without providing further details.

Flight 370 went missing over the Gulf of Thailand on March 8 with 239 people aboard en route from Kuala Lumpur, Malaysia, to Beijing, setting off a multinational search effort that has turned up nothing conclusive so far on what happened to the jet.

Sunday's search was frustrating because "there was cloud down to the surface and at times we were completely enclosed by cloud," Royal Australian Air Force Flight Lt. Russell Adams told reporters. He said nothing of interest to searchers was found. THE ASSOCIATED PRESS

Pallet problem

Information about the new data emerged as authorities co-ordinating the search sent planes and a ship to try to "re-find" a wooden pallet that appeared to be surrounded by straps of varying lengths and colours.

- It was spotted Saturday by spotters in a search plane, but no images were captured of it and a military plane dispatched to locate the pallet could not find it.

Ukraine

President calls for release of 'abducted' commander

A Ukrainian air force commander is being held after his base in Crimea was stormed by pro-Russian forces, and the acting president called for his release Sunday.

Col. Yuliy Mamchur is the commander of the Belbek Air Force base near Sevastopol, which was taken over Saturday by forces who sent armoured personnel carriers smashing through the base's walls and fired shots and stun grenades. One Ukrainian serviceman was reported wounded in the clash.

It was unclear if the forces, who didn't bear insignia, were Russian military or local pro-Russia militia.

Ukraine President Oleksandr Turchynov, in a statement, said Mamchur was "abducted" by the forces. He didn't specify where Mamchur is believed to be held. THE ASSOCIATED PRESS

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Tecumseh Mall
Toronto Eaton Centre
Upper Canada Mall
Vaughan Mills
White Oaks Mall
Woodbine Centre
Yorkdale Mall

Russia. Avalanche kills two women skiing at site used for Sochi Games

An avalanche killed two skiers on Sunday at the Russian mountain resort used for the Sochi Olympics. The resort had just reopened to the public on Saturday.

Six skiers were on the middle section of Labirint run when the avalanche struck, Roza Khutor said in a statement. The snow buried two women, and rescuers who dug them out were unable to save them, it said, while the four other skiers escaped unharmed. Rossiya television reported earlier that three people were killed. Officials were working to determine the cause. THE ASSOCIATED PRESS

Newly opened to public

Roza Khutor was the site of the alpine skiing competitions during the Winter Games in February and the Paralympics that followed. The resort reopened to the public on Saturday.

Turkey

Getting tough with Twitter

Turkish Prime Minister Recep Tayyip Erdogan has confirmed that he gave the orders to shut down Twitter in Turkey.

At a campaign event in Istanbul Sunday ahead of March 30 municipal elections, Erdogan said he had given the order because Twitter was not obeying Turkey's laws. Erdogan said Twitter was applying double standards, shutting down accounts when the U.S. or the U.K. demand it, but defending freedom when Turkey, Ukraine or Egypt have concerns. "This isn't a banana republic!" he said. THE ASSOCIATED PRESS

Many unaccounted for in deadly U.S. mudslide

Washington State.

At least four are dead, another 18 missing in massive mudslide; debris brought down the Stillaguamish River

A fatal mudslide brought debris down the Stillaguamish River near Oso, Wash., Saturday. GENNA MARTIN/THE ASSOCIATED PRESS

About 18 people are still unaccounted for after a massive mudslide in rural northwest Washington state killed at least four people and forced evacuations because of fears of flooding, authorities said Sunday.

Snohomish County Fire District 21 Chief Travis Hots said at a news briefing that "we suspect that people are out there, but it's far too dangerous to get responders out there on that mudflow."

Searchers in helicopters will be flying over the area of the 2.6-square-kilometre mudslide Sunday to find people who may have been able to get out on their own, as well as look for other signs of life. Authorities are trying to determine how to get responders on the ground safely, Hots said, describing mudflow as "like quicksand."

The big wall of mud and debris blocked about 1.6 kilometres of State Route 530 near the town of Oso, about 90 kilometres north of Seattle. It was reported about 18 metres deep in some areas. Several, including an infant, were critically injured; about 30 houses were destroyed. The mud was so deep searchers turned back at one point, despite hearing voices asking for help. THE ASSOCIATED PRESS

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Criminologist to track trolls with language

Cyberbullies beware. Western University's Mike Arntfield hopes to draw up a 'lexicon' of how trolls talk online

MIKE DONACHIE
Metro in London, Ont.

It's the crime of the future, but it's not against the law — yet.

Sometimes it seems like trolls are everywhere online, using bullying or shock tactics to try to get a reaction from people. But one criminologist thinks he can help stop them, and his plan is a global first.

Western University's Mike Arntfield has gained federal funding to study the trolls' language. He has research assistants collecting text samples from social media, with the eventual aim of drawing up a "lexicon" of the way trolls talk.

Criminologist Mike Arntfield
METRO

And, just like criminal profiling allows experts to predict the behaviour of killers and other violent offenders, that lexicon could provide signposts that show when trolls are about to do something more sinister.

"I'm surprised to some extent that I'm the first scholar to study this using (social media posts)," said Arntfield, who is also studying the relationship between online bullies and their victims. The reaction from victims can be a variable in how a bully behaves.

"It's all uncharted territory in studying cyberbullying," said Arntfield, who also leads the OWN TV show To Catch a Killer.

He says "lexical choices" could be tracked, then used as "linguistic clues" in predicting how a person behaves in future.

There may even be similarities between trolls who are otherwise from different age groups or places; Arntfield says it's possible there is an "online bullying creole" of recurring words in posts and screen names that can flag a troll.

But why study this, if it's not against the law? Because one day it might be, Arntfield explained. He predicted a time when legislation is drawn up to criminalize online bullying, which has already driven some people to suicide, and to do that it needs to be defined.

Four Paws for the cause

This photo, taken on March 12 and released by the animal-welfare organization Four Paws, shows manager of the bear sanctuary Afrim Mahmuti holding a six-week-old brown bear cub named Ema. The sanctuary is located in the Kosovo village of Mramor, where animal activists say three cubs have been rescued from captivity. They were found at two separate homes last week in the western town of Peja and are believed to be from the same mother. No arrests have been made. FOUR PAWS/THE ASSOCIATED PRESS

Lotto lull

Agencies want the lottery to go viral

Millennials aren't buying lottery tickets as much as their parents do, so provincial lottery agencies are trying to develop a new national lottery aimed at people under 35.

A spokeswoman for the Western Canada Lottery Corp. said "the kinds of games we're offering … are not necessarily as appealing to today's younger adults." THE CANADIAN PRESS

The Holy 'C'

Cocaine seized on its way to Vatican

The haul was unremarkable, but the destination raised eyebrows, as German officials intercepted a shipment of cocaine destined for the Vatican in January.

Officers at Leipzig airport found 340 grams packed into condoms inside a shipment of cushions coming from South America. THE ASSOCIATED PRESS

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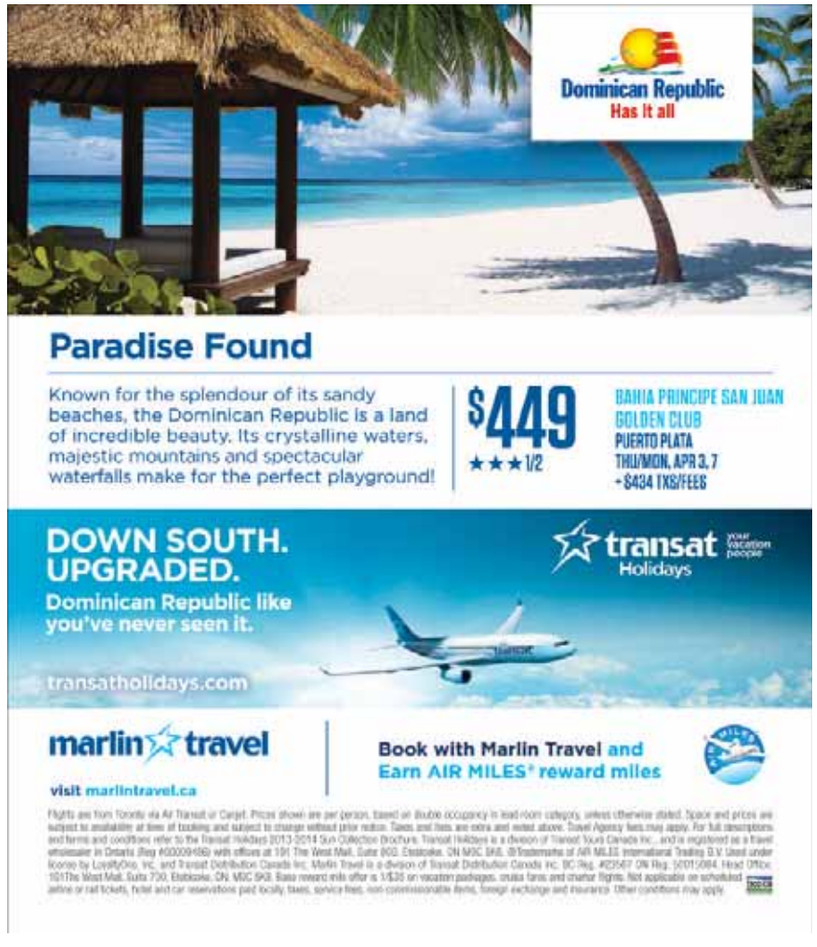
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PQ: 'We don't want this election stolen by people from Ontario'

Provincial politics.
Party's concerns have arisen after reports of non-francophones from outside Quebec trying to vote on April 7

Parti Québécois Leader Pauline Marois visits Sainte-Angèle-de-Prémont, Que., on Sunday. GRAHAM HUGHES/THE CANADIAN PRESS

The Parti Québécois says it's worried students from Ontario and the rest of Canada are trying to steal the provincial election.

The PQ called a news conference on Sunday morning in order to express concern about media reports of English-speakers and other non-francophones from outside of the province trying to vote in the April 7 election.

PQ candidate Bertrand St-Arnaud wants the province's chief electoral officer to examine attempts to register to vote.

"We don't want this election stolen by people from Ontario and the rest of Canada," St-Arnaud said.

Another PQ candidate, former student leader Leo Bureau-Blouin, added he wants to ensure the election is decided by Quebecers.

"We want to make sure that it's Quebecers who choose their government and we want to make sure that the chief electoral officer takes the measures that are needed," he said.

"We are concerned by the fact that many, many people who are not registered on the list want to be registered."

THE CANADIAN PRESS

Do you know a *psychotherapist?*

If so, you may be interested to learn that psychotherapists will soon become a regulated profession in Ontario. Anyone using the title psychotherapist (or an abbreviation) or claiming to be qualified to practise as a psychotherapist, must be regulated.

Practitioners of psychotherapy will need to join the new College of Registered Psychotherapists of Ontario (CRPO), or be registered with another regulatory college whose members can practise psychotherapy.*

CRPO's regulatory authority comes from the *Psychotherapy Act* passed by the Ontario legislature in 2007. Our mandate will be to regulate psychotherapists in the public interest, striving to ensure competent and ethical practice.

For more information, visit crpo.ca

*Other professions whose members can practise psychotherapy are: nurses, occupational therapists, physicians, psychologists and social workers.

CRPO / OPAO
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The Far North turf war

Five countries lay claim to territory around the North Pole. Some of those claims conflict, while other countries, like China, want the Arctic to be deemed an international zone. So far, the Arctic has remained peaceful, but as countries scramble for resources, how long will that peace last?

DYLAN C. ROBERTSON
For Metro in Toronto

As polar ice melts away, rising temperatures are unlocking oil, trade routes and the potential for conflict in the Far North.

"It's the opening chapter of what's going to amount to be a very long story, and people are playing nice and working together — for now," says Robert Huebert, a University of Calgary professor and expert in circumpolar relations and defence policy.

Five countries claim territory around the North Pole: Canada, Russia, the United States (through Alaska), Norway and Denmark (through Greenland). Some claims conflict, while other countries like China want the Arctic to be deemed an international zone.

Polar ice has been steadily decreasing as high temperatures lead to longer summer melts. The U.S. Navy published a study last December suggesting summers in the Arctic could be ice-free as early as 2016, with regular shipping routes expected by 2030.

Meanwhile, 13 per cent of the world's undiscovered oil and a third of its untapped natural gas lies in the Arctic, according to the U.S. Geological Survey.

That leaves countries scrambling for resources and trade routes. Canada recently asserted a claim over the North Pole, following Russia and Denmark. The Arctic has remained peaceful, with each state respecting United Nations rules on international waters.

But co-operation broke down this month. Canada, the U.S. and Norway cancelled joint military operations with Russia following the country's invasion of Ukraine.

"This is going to cause a pushback on the side of the Russians, in the Arctic region specifically," Huebert says. "It contains two of the most powerful states in the international system that are increasingly having different interests."

Huebert noted that Russia's involvement in Crimea was partially a response to the Western military alliance NATO seeking closer ties with Ukraine. All other Arctic countries are NATO members. Huebert says further NATO expansion could lead to a Russian pushback, and Canada is not well equipped.

"As the Arctic is more and more integrated, you're going to see other events spilling into it."

Canada

Canada has a small Arctic military presence, with a training centre opened last year that only holds 150 soldiers. A Nunavut military base was announced in 2007, but construction has yet to start. "Canada's very good at plans, but not so much at execution," says Huebert.

The UN has led a decade-long process for countries to extend their borders over parts of the frozen Arctic if they can prove that seabed ridges extend from their mainland.

Last December, Canada was about to submit its claim when Prime Minister Stephen Harper asked researchers to include the North Pole. Experts aren't sure why the original claim didn't include the pole, which lies near a large oil patch.

The next day, Russian President Vladimir Putin announced his country would expand its already large military presence.

Michael Byers, an Arctic expert and professor at the University of British Columbia, says Canadians have little to worry about.

"There is no immediate reason for concern, and no reason to change Canadian Arctic policy — which focuses heavily on co-operation."

Russia

Russia has claimed a large portion of the Arctic, including the North Pole. The government expects the Arctic to be Russia's primary resource base by 2020.

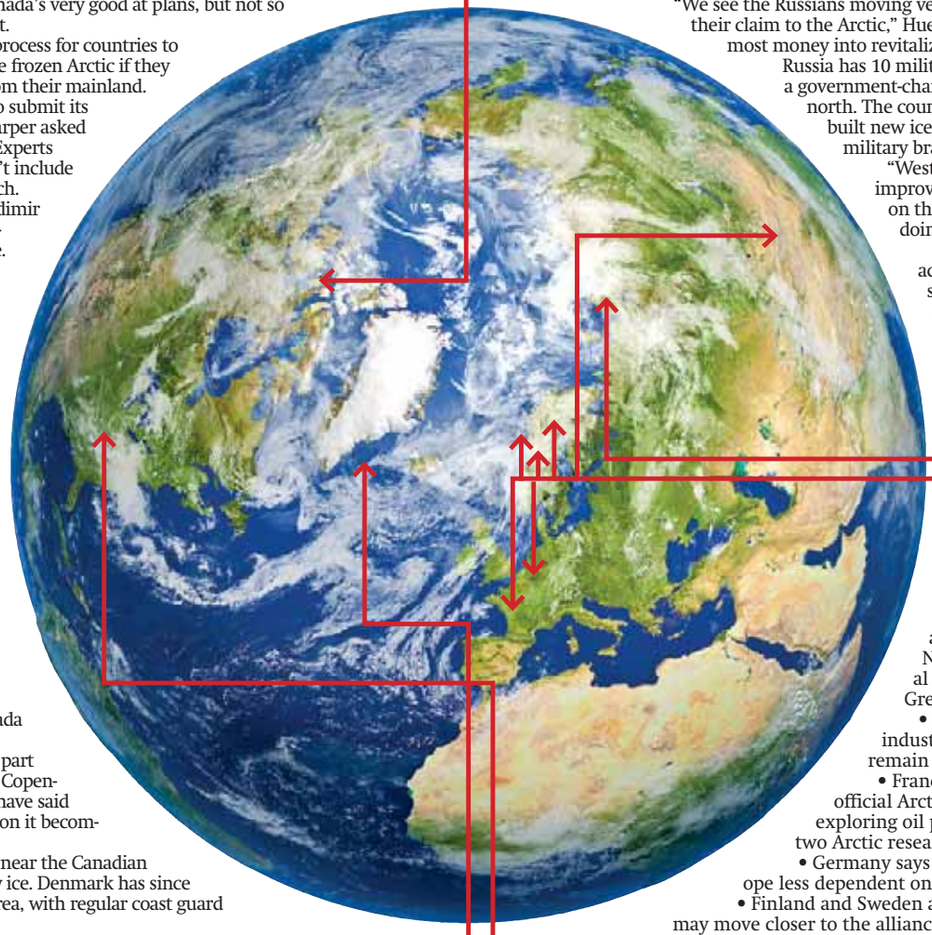
"We see the Russians moving very strongly on supporting and increasing their claim to the Arctic," Huebert says. "They're the ones who put the most money into revitalizing their military capabilities."

Russia has 10 military bases along the Northern Sea Route, a government-charted trade route spanning Russia's entire north. The country has modernized its submarine fleets, built new icebreakers and is considering a separate military branch solely for protecting the Arctic.

"Western countries are doing something to improve their military capabilities, but it's not on the same scale as what the Russians are doing," he says.

Huebert says that Russia will probably act belligerently toward other countries, such as by flying planes into other countries' airspaces, but would likely not invade other countries.

"You won't see direct military action per se, unless something really goes bad somewhere else," he says.



Denmark

Denmark is claiming an area that includes the North Pole. It also claims islands that Canada has previously claimed.

In 2005, Denmark occupied Hans Island, an unpopulated island on the border of both countries. Most analysts interpret this as a test of how well Canada defends its claims.

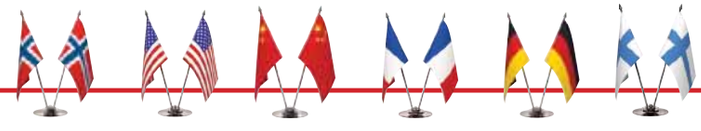
Greenland remains an autonomous part of Denmark that receives billions from Copenhagen each year. Danish governments have said that Greenland's independence hinges on it becoming economically self-sufficient.

In 2010, a large oil patch was found near the Canadian border in an area previously covered by ice. Denmark has since increased its military presence in the area, with regular coast guard and air patrols.

The largest estimated Arctic oil deposit lies just east of Greenland, near Iceland. "The Danes are wondering if they can get any of this oil lying offshore," says Huebert. "They're also looking at how China's ingratiated itself with Greenland and Iceland." The Chinese government has invested in mining and oil exploration in both countries.

Others

- Norway has made a claim to an area also claimed by Russia, which includes some oil reserves.
- The United States hasn't made any territory claims. The U.S. wants the Northwest Passage to be an international trade route. It has a military base in Greenland and a large submarine fleet.
- China has invested heavily in Arctic industry projects and wants the zone to remain neutral.
- France is the only non-Arctic state with an official Arctic ambassador. French companies are exploring oil projects in the Arctic, and France runs two Arctic research bases.
- Germany says an Arctic trade route could make Europe less dependent on Russian gas.
- Finland and Sweden are not part of NATO; Huebert says they may move closer to the alliance if Russia further invades Ukraine. This would further encircle Russia and likely provoke military action.



Canadian crossing

Customs waiving fees for cross-border shoppers: Report

Canada's border guards routinely waive taxes and duties on goods bought by travellers in the U.S., says a briefing note for the prime minister.

Canadian border guards in Surrey, B.C., in 2009. THE CANADIAN PRESS FILE

The acknowledgment supports the suspicions of retailers that the Canada Border Services Agency is too lenient with cross-border shoppers, costing the economy millions of dollars in domestic sales.

The briefing note was prepared last June 25, when a Canadian dollar was worth 95 cents American.

THE CANADIAN PRESS

The circle of life

A cow cleans her newborn calf on the O'Connor Ranch near Philip, S.D., last week. Rancher Chuck O'Connor brought in about 200 females to rebuild his herd, which suffered losses in an unexpected blizzard last fall. The two-day October storm, which first brought rain and then dumped up to four feet of snow in some places, killed more than 40,000 cattle, sheep and horses. With the new cows and the arrival of the spring calving season, O'Connor estimates his herd will grow to around 500 in May. TOBY BRUSSEAU/THE ASSOCIATED PRESS

Do you have an iron stomach?

Then invest in social media. Betting on trendy stocks from Twitter to Facebook is not for the faint of heart

HOW TO ROLL
Alison Griffiths
metronews.ca

The share price of Groupon, the coupon website, is plummeting. Oops, no it isn't. Wait a minute, yes it is! Groupon (GRPN) share prices dropped 75 per cent in 2012, gained 129 per cent in 2013, and have lost 26 per cent so far this year. That wild stock price ride pretty much sums up the experience of investing in social media. In a word, exciting — but not always in a good way.

Social media is one of the trickiest sectors for investors. Most measures for evaluating stocks, such as the price-to-earnings (P/E) ratio, are useless when applied to these Internet-focused companies.

And social media stocks are anything but lemming-like. In fact, at any given time there can be tremendous divergence in stock price direction with some heading north and others heading south, regardless of what's going on in the economy.

Also, the social media universe isn't just out-there tech stocks. Facebook has recently been added to the S&P 100 and 500 indices, signaling the maturing of the sector.

It can be fun to take a flyer at social media IPO's. Those who jumped into Twitter back in November saw the stock soar from the $26 US offering to over $54 US in just three months. But a safer option is to buy an entire index of social media stocks.

The Global X Social Media Index ETF (SOCL on NASDAQ) tracks the 27 stocks that make up the Solactive Social Media Index, which has recently traded in the $27 US a share range. All the major names are there, from Twitter and Facebook to Angie's List, Xing and Zynga.

Social media investing rules

1. Limit exposure to a small percentage of your portfolio.
2. If the loonie strengthens, it can wipe out price gains. If it falls, the reverse is true.
3. Don't double dip by purchasing mutual funds or other ETFs that hold some of the same stocks.

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Refreshments 12pm – 12:30pm
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3 CAMPAIGN PROMISES, DEBUNKED

URBAN COMPASS

Matt Elliott
toronto@metronews.ca

High-profile election campaigns are a time for politicians to make flashy and shamelessly attention-grabby campaign promises. There's no avoiding it. But it'd be nice if those campaign promises were rooted in something resembling reality.

Maybe that's asking too much. With Toronto's mayoral election heating up, top candidates already seem too eager to throw out all kinds of promises, even if they don't really jive with the facts.

Let's look at just a few examples of things nobody should be promising.

Keeping property taxes low. There's a familiar refrain on this issue. Olivia Chow says she'll keep property tax revenue increases around the rate of inflation. John Tory says he'll make the city affordable. Mayor Rob Ford thinks taxes are literally the devil. And so on...

Nobody wants to talk about increasing taxes, but the reality of Toronto's financial situation going into 2015 makes any claim of keeping property taxes at or below the rate of inflation immediately suspect. Whoever gets elected in October will have to deal with a deep budget hole, made worse by the loss of $86-million in provincial funding, a $12-million bill for the Scarborough subway fund and declining end-of-year operating surpluses.

Anyone who says they want to keep property taxes low will first have to explain how they'll deal with that mess.

Building lots of transit quickly, without taxes. For decades, Torontonians have heard from politicians who promise they can build large-scale transit infrastructure using only existing government revenues. And for decades, pretty much nothing has happened.

We've got to stop falling for this.

The truth is that there is no quick fix for Toronto's transit issues. Extra bus service will be nice, but won't do the trick. Neither will trumped-up calls for a subway relief line that don't come with a credible funding strategy.

Any candidate being truly honest with voters about transit will have to say a bunch of things campaign strategists hate. They'll have to say that building real transit improvements takes a long time and costs a ton of money — money that may have to come in the form of new or increased taxes.

Creating lots of jobs. All the mayoral candidates will talk about creating jobs, but this is a path fraught with peril. Ford tried to take credit for Toronto's falling unemployment rate last year, only to watch it shoot back up.

Realistically, municipal politicians don't really have the power to create jobs in the short term. What they can do is help create the long-term conditions for increased employment, through infrastructure programs, cultural programs, social programs like child care, affordable housing, a fully-costed plan to deliver dramatically improved public transit.

So, hey, how about making some campaign promises about those kinds of things?

Read more of Matt's blog, Ford for Toronto, at metronews.ca

ZOOM

Motor City's recovering

CARLOS OSORIO/THE ASSOCIATED PRESS

Efforts focused on city's youth

Javon Jones, centre, performs with other members of the Mosaic Youth Theater in Detroit. Several privately run youth organizations provide an array of extracurricular options for high school kids. Roughly 165 young people engage in Mosaic's main programs each year — most from low- and moderate-income Detroit families.

Teachers and parents are fighting to do right by the children, and many believe Detroit is finally on the rise after hitting bottom. Yet they worry about the toll of growing up amid danger, dysfunction and the blight epitomized by tens of thousands of abandoned homes.

THE ASSOCIATED PRESS

Post-bankruptcy

"This is what we're ingraining into kids' psyches — this emptiness, the lack of safety.... They're going into school with a level of fear that something bad is going to happen."

Tonya Allen, CEO of the Skillman Foundation, which backs child-oriented initiatives.

Adding it all up

88

Eighty-eight vacant school buildings are for sale — some of the 200 schools closed in recent years due to depopulation. High levels of gang violence and premature births combine to make the youth mortality rate the worst of any major U.S. city, according to a recent analysis by the Detroit News. Most of the city's 300 parks are unusable, overgrown wastelands.

Clickbait

LUKE SIMCOE
Metro Online

Twitter celebrated its eighth birthday last week by opening its vaults and letting users rediscover their first tweet. The results ranged from bland to hilarious, but taken in aggregate they illustrated how people were unsure just what Twitter was, or even how to use it, when it launched. If you haven't already, here's how you can view your first tweet, and a few other services that let you play around with your Twitter data.

CONTRIBUTED

Discover:

Discover your inaugural tweet — and everyone else's — at discover.twitter.com/first-tweet.

Tweet Cloud:

Lets you generate a word cloud of your own tweets. Just don't be surprised when "lunch" looms large in the cloud. tweetcloud.icodeforlove.com.

Tweetails:

Offers fun, free analysis of your Twitter account, including most mentioned users, favourite words and even a so-called "intelligence rating." tweetails.com.

Twitter

@metropicks tweeted: Twitter turned eight last week. Find out what your first tweet was, share it with us and we'll print it!

@PlainSJ: Ha! I didn't even know what twitter was when I joined back in '07, but I had it pegged! "@PlainSJ: Wasting time..."

@KellyOlivePR: #FirstTweet was 5 days after moving to #Toronto! "@KellyOlivePR: @ work...and loving being in Toronto"

@MattProsser: "@MattProsser: Chillin"

@Harl3yQ: I found this #FirstTweet: @Harl3yQ: Which side of the toaster oven should the keurig go on #firstworldproblems"

@FrenchmanCanada: And @strombo replied. In English AND in French. "@FrenchmanCanada: @strombo when I moved to Canada 3yrs ago you immediately became my favorite Canadian, so my #1sttweet is for you!"

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SCENE

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MIND THE APP
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If you can't give your teacher the right answer, at least make them laugh. This collection of high school howlers compiled by Summersdale Publishers (under the pseudonym Richard Benson) captures the feel of a school workbook with doodles, lined paper, and hand-written, wisecracking answers. Most are silly, some are hilarious, and there are a few math equations that are downright clever

Box office

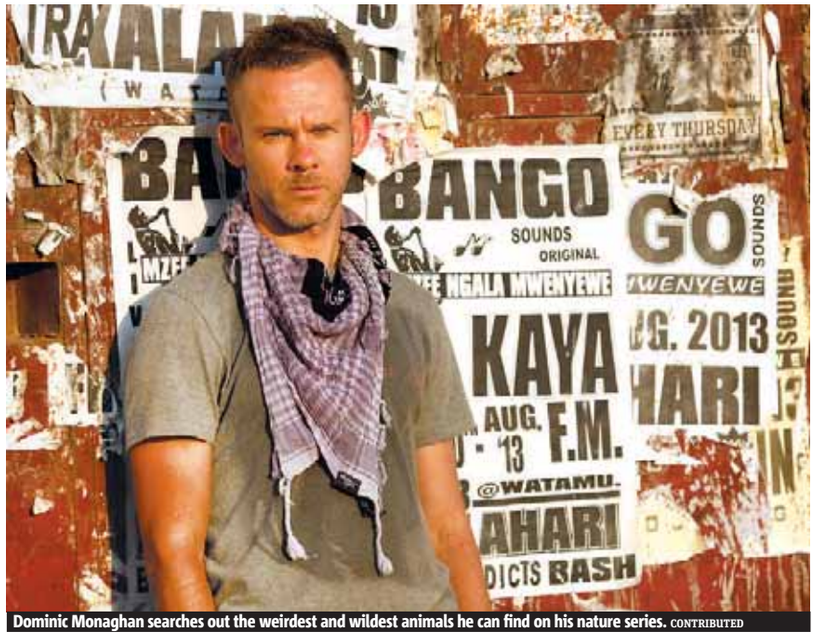
Teen sci-fi flick Divergent beats out Muppets sequel

The teen science-fiction franchise Divergent debuted with $56 million US at the weekend box office in one of the year's biggest openings, but didn't reach the heights of Lionsgate's other teen franchise, The Hunger Games, which debuted with $152.5 million in 2012. Disney's Muppets sequel Muppets Most Wanted fared poorly, earning $16.5 million over the weekend.

THE ASSOCIATED PRESS

Lost star takes danger in stride in adventure series

Born to be wild.
Dominic Monaghan has had some close calls while filming the world's most dangerous creatures



Dominic Monaghan searches out the weirdest and wildest animals he can find on his nature series. CONTRIBUTED

In the second season of Wild Things with Dominic Monaghan, it becomes abundantly clear why the show's motto is "the wilder the better." The show kicks off Tuesday with startling footage of a disoriented elephant that suddenly charges toward the show's hapless cameraman.

Monaghan says the terrifying encounter occurred after he and his crew had watched a veterinarian conduct emergency surgery on the massive beast. Moments after the doc administered an antidote to reverse the anesthetic, all hell broke loose.

"What we all assumed as a film crew was that the elephant was going to get up and give us a gentle nod in our direction and say 'Thank you,' and walk off into the African sunset," Monaghan said in a recent interview in Toronto.

"But instead it woke up and was confused and didn't know what had happened and saw a bunch of humans standing around it. And the closest person to the elephant was Frank, our cameraman — he had a big camera on his shoulder so he was very conspicuous — and the elephant tried to kill him."

Such is life in the wild.

Looking back now, it's clear Monaghan and even his seasoned Kenyan guides underestimated the peril they were in.

As everyone made a beeline for the cars, Monaghan says he and his crew were too late.

"They just drove off. They left us," he says, able to make light of the situation now.

"When (Frank) saw the cars drive off he was like, 'Oh no,' and then his balance went and then he fell over. But it worked for me because I thought, 'Well, if Frank fell over that means that I'll be OK because he's much slower than I am.'"

Luckily, their medic jumped in to distract the elephant, which eventually lost interest and wandered off. No one was hurt, says Monaghan.

The elephant tale isn't even the focus of the Season 2 premiere, which begins with Monaghan intent on finding the aggressive giant spitting cobra.

Other episodes see The Lord of the Rings actor head to Brazil, Zambia, Thailand, Japan, New Zealand and Australia to get a good look at creatures including carnivorous ghost bats, the world's longest-fanged snake and a deep sea creature considered one of the ocean's most poisonous predators.

And there are more dicey encounters. Monaghan says he needed nearly 40 stitches in his arm for another animal run-in that will be revealed in later episodes.

Nevertheless, Monaghan says he and his crew are extremely careful. A medic travels with them and carries anti-venom and other treatments, and they always know where the closest hospital is — although sometimes it can be a day away, Monaghan admits.

"We're as safe as we can be. In a show and a world that can sometimes be dangerous."

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When to watch

- Season 2 of Wild Things with Dominic Monaghan airs Tuesday on OLN.

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David Bradley has no problem playing the villain

Nice day for a red wedding. Actor moves on from killing kings to vampires in new series

Even in Toronto, British actor David Bradley gets accosted for being the world's worst wedding host in Game of Thrones.

Bradley plays Lord Walder Frey in the HBO fantasy series. At the end of Season 3, he most infamously had his guests, members of the Stark clan, slain. The new season starts April 6.

"I was shooting a scene in the Toronto subway recently and one of the extras came up to me and said, 'I'd like to thank you for what you did to the Starks,' " says Bradley with a smile. "It's the first time I've had a positive reaction. Normally people are at their TV hurling abuse at me. But I must confess, I really did enjoy that scene. Maybe a little too much."

The actor was in Toronto last week filming one of the most anticipated new TV shows of the season, Guillermo del Toro's The Strain. The vampire series is based on the books and comics created by the Mexican director.

In the series, Bradley plays professor Abraham Setrakian, a Holocaust survivor who runs a pawnshop in Harlem. He also happens to be a vampire hunter trying to save the world from the outbreak of a deadly virus.

"They just asked me if I could go to Canada in four days and I said yes. I'm a big fan of Guillermo," says Bradley, on set in an east-end Toronto studio.

Upcoming

The Strain was filming the 10th of 13 episodes last week. It is expected to wrap by the end of April, with a release date later this summer.

And while you would have thought from his Game of Thrones experience that he wouldn't have trouble decapitating foes, the 71-year-old actor says it's harder than it looks.

"It's quite a complicated process beheading someone. There's all that animatronics and so on," he says. "And the special effects are really something. You'll have a decapitated head with a blinking eye in a corner or something. It can be quite disconcerting."

David Bradley's Lord Frey in the infamous Red Wedding scene in Game of Thrones. CONTRIBUTED

Decapitating aside, after the Red Wedding, it may be hard for fans to see how any vampire can match the evil of Lord Frey, even one created by del Toro.

"He is a pretty wicked guy, but there are some pretty horrible people here, too," promises Bradley.

Moreover, these vampires are not meant to be sexy teen heartthrobs.

"It's not like Twilight. They are dirty and rough; it's not romantic or glamorous at all."

Bradley, meanwhile, has enjoyed a late career renaissance, with recurring roles in major science fiction and fantasy franchises such as Harry Potter, as Hogwarts caretaker Argus Filch, Game of Thrones and now The Strain. He also portrayed the first Doctor Who in the BBC biopic An Adventure in Space and Time and co-starred in the critically acclaimed crime drama Broadchurch.

"It's kind of like what they say about the London buses. You wait for hours and then four of them come all at once," he laughs. "It's kind of been like that lately." TORSTAR NEWS SERVICE

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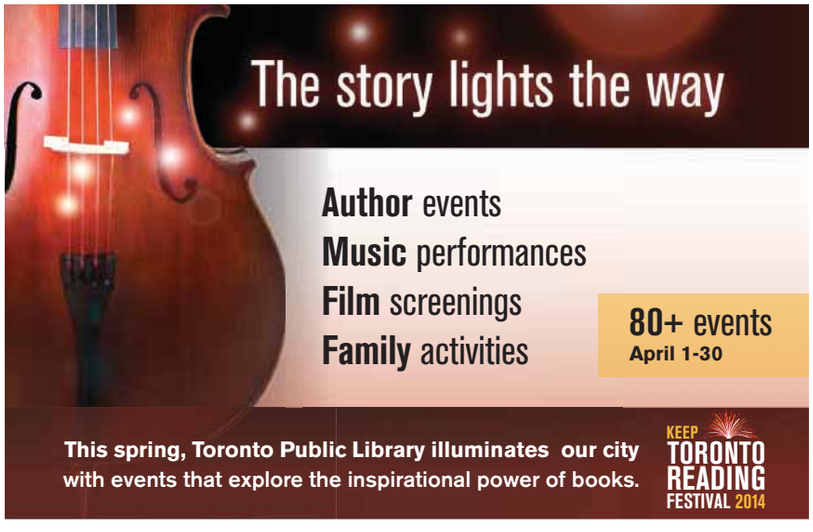

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METRO DISH

OUR TAKE ON THE WORLD OF CELEBRITIES

Pop goes the week

Where does Gaga draw the line? At Katy comparisons

STARGAZING
Malene Arpe
scene@metronews.ca

Lady Gaga says she and Katy Perry "couldn't be more different." It's true. While they are both female superstar pop singers in their late 20s with a penchant for outrageous costumes, Gaga likes M&M's while Katy prefers Peanut M&M's.

Jennifer Hudson quit her role as Weight Watchers ambassador. A job as high commissioner to the Exalted Republic of Nutrisystem suddenly became available.

According to Shakira, after she said in an interview that her boyfriend will not let her make music videos with men, he said to her, "Can you please shut your little mouth next time you're doing interviews — because you're making me sound terrible." Stay where you are, Shakira. We're sending the deprogramming unit for you now.

Having previously demanded that M.I.A. pay a $1.5-million US fine for giving the finger at the Superbowl two years ago, the NFL now wants an additional $15.1 million in restitution. In less insane news, MIT researchers conclude that Avril Lavigne is the most famous Canadian of all time.

Simon Cowell reportedly paid $1.2 million for a jaguar. Seeing as we're talking about Simon Cowell, it's anyone's guess whether it's a car or a big, dangerous cat.

George Michael ALL PHOTOS GETTY IMAGES

Straight talk from George: He's really not just holding out for the right woman

More than 15 years after coming out of the closet, George Michael admits that he had a particularly rough go of it following his revelation.

"For some strange reason, my gay life didn't get easier when I came out. Quite the opposite happened, really," he tells the BBC. "The press seemed to take some delight that I previously had a 'straight audience' and set about trying to destroy that. And I think some men were frustrated that their girlfriends wouldn't let go of the idea that George Michael just hadn't found the 'right girl.'"

They weren't alone, apparently, as the 50-year-old singer says "a lot of my extended family" still thinks he's holding out for the right woman.

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LIFE 3

Trip coverage: That's the ticket

Medical travel insurance. When just one slip can be costly, plan is only way to go

GAIL VAZ-OXLADE
Gail blogs daily at gailvazoxlade.com

My daughter told me she might be going on a trip with a girlfriend, whom we'll call Lily. When Alex told Lily that she'd want to be back by a particular date, Lily asked why. Alex said that her travel medical plan wouldn't cover her for longer than a 60-day trip. Lily announced that she never travels with medical insurance coverage.

I sighed. A lot of people don't. They're under the impression that if something bad happens to them while they're gallivanting around the world, they'll be covered by Canada's very generous health coverage.

No one expects to fall ill when travelling, though it happens all the time. Most things are quickly resolved. The bigger things come with hefty price tags and that's when we hear the story in the news. There's the story of the man who suffered a fall in Michigan and racked up $168,000 in medical bills. Or the couple who were in a car accident resulting in $325,000 in medical costs.

So do you have an extra $100K sitting around to take care of medical bills you might incur while travelling? Since provincial plans pay only a few hundred dollars a day for hospital coverage, you'd better. Or you could simply fork over some money for travel medical coverage. Would you rather spend $60 to $300 now (depending on the length of your coverage) or pony up hundreds of thousands of dollars later?

Don't bury your head in the sand; buying travel medical insurance is the smart thing to do. ISTOCK

Even if you're heading to the U.S. for a day trip, insurance is a must-have. Your best bet if you cross the border frequently is to buy a plan that covers you for multiple trips. Coverage is usually provided for 12, 30 or 60 days with no limits on the number of trips in a 12-month period, so they're perfect for cross-border shoppers, business travellers or people who leave Canada more than once a year. Planning to be on the road more than 60 days? Single-trip plans can cover you for up to 183 days, perfect for those with a home away from home.

Some credit cards provide travel medical coverage. If you're a frequent traveller, the annual credit card fee is offset by the savings in not having to buy travel insurance privately. Keep in mind there may be specific restrictions.

Some people have travel medical coverage through their group benefits at work. Know what you're entitled to and whether you must put out the money and be reimbursed or can ask for direct billing to your insurance provider. And don't leave home without the telephone numbers and paperwork you will need if you do end up seeking medical treatment.

Even if you're leaving one province in Canada to travel to another, you should consider medical travel insurance. A victim of a polar bear attack got stuck with a $13,000 bill for an air ambulance to Winnipeg because she didn't have out-of-province coverage.

As for people who choose to visit you in Canada from another country, they aren't covered under our medical system. You'd best ensure you've got coverage for visitors in place if they are among the many who choose to travel without buying their own travel medical insurance.

Shopping for coverage

Make sure when you buy your insurance that you correctly answer all those questions you're asked. Screw up even a little and you could find your claim denied. Here are some questions you might want to ask as you shop for coverage:

- **How long does the coverage last?** If the trip is extended, can you extend the coverage?
- **Are there restrictions or limitations on the policy?** (Think limitations due to substance abuse or restrictions on activities like sports.)
- **Are pre-existing conditions covered?**
- **What is your maximum coverage and what are the deductibles or copayments that would apply to a claim?**
- **Are certain countries/locations not covered?**

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Tax Talk

Need Advice?

Caroline Battista
Tax Analyst at H&R Block

H&R BLOCK

What can I claim for our new baby, and can I claim my spouse as a dependant?

Q I had a baby this year. What can we claim?

A Congratulations. You should receive $100 per month from the Universal Child Care Benefit. This is income and must be reported by the lower-income spouse. You can claim the child amount for the entire year no matter when your baby was born which means $338 in tax savings. Childcare expenses are the other big benefit for parents, although you might not need daycare yet. To keep receiving the monthly Canada Child Tax Benefit, you and your spouse must both file a return. The benefit is calculated based on the most recent tax year. Fail to file and the cheques will stop.

Q My spouse did not work in 2013. Can I claim him as a dependant?

A Yes, you can claim the $11,038 spousal amount if he had no income for the year. If your spouse earned some income last year, you need to deduct this amount from the spousal credit. For example, if your spouse earned $3,500, you would be able to claim $7,538 ($11,038 - $3,500) for the spousal credit. Even though your spouse had no income, he or she should still file a return to make sure you still keep getting all your benefits.

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5 breeds of office bread-breaker

Workers are defined by more than their abilities — they're also defined by their appetites. Here's what your workweek lunches say about your professional personality.

ELENI DEACON
life@metronews.ca

The same-thing-every-day guy

Variety is overrated. You know what you like, and that's what you want. Even if that means ham-on-white five times a week. You're the office rock. Filing systems may get overhauled and printers may break down, but you remain a stable paperweight in a flurry of clerical chaos. While colleagues vie for the flashiest presentations and the loudest water-cooler anecdotes, you choose diligence over drama, staying far away from workplace politics. If we are what we eat, you're tried-and-true.

Tip: Small changes could freshen up your routine. Try cutting your sandwich on the diagonal!

You lunch most like Kevin from The Office. ALL PHOTOS CONTRIBUTED

The resident health authority

You lunch most like Chris Traeger from Parks and Recreation.

Probiotics, macrobiotics, antioxidants, chia seeds. Whatever those things are, they're in your biodegradable brown bag. Who needs fluorescent bulbs when your skin is lighting up the cubicle? Your office mates might be a little baffled by your kale-and-spelt lifestyle, but they're also inspired. This time of year, most paper-pushers are getting Gollum-y: pale skin, hunched backs, serious vitamin D deprivation. But your clear-as-Evian pores beam rays of hope.

Tip: Cheat when it's polite. If Janis brings cupcakes for your birthday, eat one.

The super-prepared Tupperware obsessive

Your lunch is prepped and packed by 8 p.m. the night before. You own specially designed containers for each element of your meal — and you never lose the lids. There's a reason your lunch is more organized than most of your co-workers' desks: around your office, you're the most on-the-ball person, period. Becky spilled coffee on her blouse? You're right there with a Tide-to-Go stick. IT guy hemorrhaging from a paper cut? You've got Band-Aids in three different sizes. Freak toaster incident about to burn the whole building down? You memorized the fire evacuation plan your first day on the job.

You lunch most like Shoshanna from Girls.

Tip: Label everything. Thieves want your Thermos.

The party luncher

You lunch most like Roger Sterling from Mad Men.

For you, "lunch meeting" has a broad definition. Mostly it means sneaking to the corner pub for an hour — or two. Every office needs a social glue person, and that's you. And while your role doesn't directly impact the bottom line, you still provide an essential workplace function: propping up morale. You're the one who boosts the mood so that everyone else can crush their to-do lists.

Tip: Go big or go home. But don't go too big or you might get sent home forever.

The on-the-go stealth eater

No one has ever actually seen you eat lunch. Rumour has it you scarf down Clif bars between meetings. You've got priorities, and walking to the nearest pizza place for a slice of cheese on cardboard is not one of them. Hands down, you're the person putting their head down the most at your workplace. Maybe one day you'll be CEO, and someone else can pick up your Domino's for you.

Tip: No one has to witness it, but make sure you do eat.

You lunch most like Frank Underwood from House of Cards, in his early career days.

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The world takes a walk in his shoes

Captain of canvas. The Toms brand continues to expand with Blake Mycoskie at the helm

ANDREA PARK
Metro World News

Just seven years ago, Blake Mycoskie was selling Toms shoes out of his apartment. "It seems like forever to me," he cracks. But since then, the canvas shoes have become ubiquitous, and Toms has turned into a global brand not just for shoes, but also for eyewear.

Atomic Toms

Cross your fingers and hope for a big break

- Mycoskie still laughs in disbelief when he talks about how Toms exploded in the retail market:
- "We got support from an unlikely place — the fashion industry was so supportive of these simple canvas shoes," he says. "First we were in the Los Angeles Times fashion section, and then a couple of weeks later I got a call from Vogue. After Vogue writes about you, then Nordstrom calls and Urban Outfitters calls." Mycoskie is the first to chalk up his success at least in part to luck. "Unbelievable," he says, shaking his head.

Now, Mycoskie has launched Toms coffee.

The company is known for its one-for-one concept: Buy one pair of shoes and Toms will give a pair to a person in need. Toms coffee will also have a charitable bent: Every bag of beans gets someone one week (140 litres) of clean water in Guatemala, Honduras, Malawi, Peru and Rwanda — the same countries that house the coffee plantations.

Mycoskie hopes to turn the coffee trade upside down and have Toms coffee shops all over the U.S.; he's already opened one in Los Angeles and plans to roll out more around the country later this year, including in New York City this summer. But he also aims to launch a new product every year, hoping to become, as he puts it, the Richard Branson of socially responsible products.

Little money? No problem

"It takes time to raise money or prove your concept and generate revenue and profits. It's not for the faint of heart."

Blake Mycoskie

Mycoskie, 37, gave us his top tips for young entrepreneurs hoping to break out with the next big startup.

Keep it simple

Mycoskie says it's important not to be in a rush: Don't be so overly ambitious that you miss the big picture. "Don't be afraid to be small for as long as you need to be small," he says. "When you're doing a startup, so many of them have this pressure where they feel the need to be so big and have so much revenue and raise money so fast."

Instead, Mycoskie says, young entrepreneurs should hold their horses and let their businesses blossom. "There's a gestation period during which it needs to organically come into the market," he explains. He says his initial goal was just to sell 250 pairs of Toms shoes every six months: "We ended up doing a lot more than that, but had we set out with a big, ambitious goal, I don't know if we'd have the success that we had."

Don't choose entrepreneurship as a career

Mycoskie says it's a big mistake to get caught up on the idea of entrepreneurship as a career. "If you're at university saying, 'I'm going to be an entrepreneur,' and you don't know what you're going to start — that's scary," he says. "Find your passion about changing or doing something where the only way you can do that is to start a business." Have a clear purpose in mind before you venture out into the scary world of startups.

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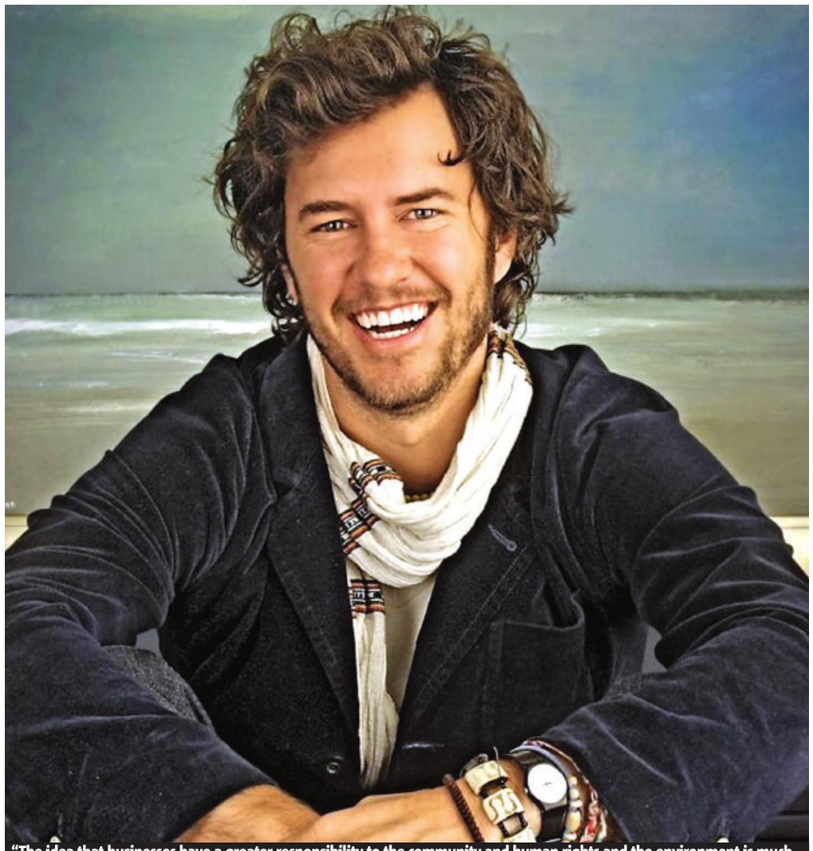

"The idea that businesses have a greater responsibility to the community and human rights and the environment is much more talked about today than when I was doing this seven years ago," says Toms founder Blake Mycoskie. CONTRIBUTED

Get ready to be poor

If you want to forgo the big corporate job to start your own business, get ready for a big drop in salary. "It takes time to raise money or prove your concept and generate revenue and profits," says Mycoskie. "It's not for the faint of heart." Case in point: Toms lost money for the first three years after it opened. Mycoskie was the one who got hit the hardest by the loss because he was the only financial backer.

Be socially responsible

Mycoskie says the Toms concept of one-for-one wasn't just good for the beneficiaries — it was good for business. "The more I focused on our meaning and purpose, the more I found our customers connected with it, my employees were more engaged, and our vendors wanted to work with us because they were excited about our idea," he says. He says it may be more difficult to make a quick buck, but ultimately customers care about the way you operate your business.

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Ditch pride when you need a hand

The severe market crash in October 2008 changed my life. I started running to regain my health, both emotional and physical. Shortly after I took my first steps, I ran the Gobi March in China in June '09, followed by the Atacama Crossing in Chile in '10 and the Sahara Race in Egypt in '11. In this post,

I share a lesson about life, learned from the desert.

LESSONS FROM THE DESERT
Stéfan Danis
life@metronews.ca

After completing the Gobi race as a solo entrant, I signed up for a new challenge: running as part of a team. In this event, teams of three or more must run six marathons in five days, remaining within 10 metres of each other at all times. The challenge is completely different than a solo race: team members must constantly adjust to the pace of weakest runner.

Winning comes to the team who moves their weakest runner the fastest. As I would find out, each of us was the weak one at times.

The key to maintaining the lead was to strengthen the weakest link as quickly as possible. Having watched other teams unravel under the weight of one member's struggles, we decided that whenever someone fatigued, it would be a team challenge to solve as opposed to an individual one.

In today's rat race, you'll get by with a little help from your colleagues ... but only if you ask for it. ISTOCK

To do this, we encouraged each team member to be vulnerable enough to solicit help early, as opposed to proudly trying to overcome the problem alone.

As such, when I reached my limit I called for help immediately, and got it. My teammates would either push or pull me forward, or temporarily take some of the weight out of my backpack. Our Atacama Crossing race strategy worked. To our surprise, we won the race, crossing the finish line a full eight hours before superior athletic teams. Back at work, when facing business challenges I let go of my own pride quickly and raise my hand when I'm struggling, working to create a safe environment so others can do the same.

STÉFAN DANIS IS THE CEO OF NEXCAREER AND MANDRAKE, AND THE AUTHOR OF GOBI RUNNER

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ROSE REISMAN
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FLASH FOOD

From your fridge to your table in 30 minutes or less

Everyone loves the classic spaghetti and meatballs. But traditionally, this is not the healthiest meal you can enjoy. Usually a larger-than-necessary portion of pasta is served and fatty beef makes up the meatballs.

Here's a twist using mozzarella-stuffed meatballs, lower-fat ground beef and whole wheat spaghetti.

When buying ground beef, there is a large difference between extra-lean and regular. A four-ounce portion of extra-lean has 193 calories and seven grams of fat versus the regular ground, which has 300 calories and 20 grams of fat.

Ingredients

Meatballs
- 1 lb extra lean ground beef
- 1/4 cup seasoned dry bread crumbs
- 1/4 cup finely chopped green onions
- 1/4 cup barbecue sauce
- 1 egg
- 2 tsp finely chopped garlic
- 1 tsp dried basil
- 3/4 cup part-skim mozzarella cheese cut into 12 small cubes

Sauce and Pasta
- 3 cups tomato sauce
- 1/2 lb whole wheat spaghetti noodles

Garnish
- 1/4 cup grated Parmesan
- 3 tbsp chopped fresh basil

This recipe serves four. ROSE REISMAN

Directions

1. Preheat oven to 425 F. Line a baking sheet with foil lightly coated with cooking spray.

2. Meatballs: Combine ground beef, bread crumbs, green onions, barbecue sauce, egg, garlic and basil. Form into 12 round meatballs. Press a cube of cheese in middle and seal. Place on baking sheet and bake 12 minutes, turning halfway through the cooking time.

3. Place tomato sauce in saucepan and add cooked meatballs. Bring to boil over medium-high heat, reduce heat and simmer, covered, for 5 minutes, stirring.

4. Meanwhile, bring pot of water to boil. Add spaghetti and cook according to package directions. Drain and serve with meatballs and sauce spooned over spaghetti. Garnish with Parmesan and basil. **THE BEST OF ROSE REISMAN (WHITECAP BOOKS)**

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SPORTS 4

Lowry leads Raps' furious 4th quarter

Raptors teammates DeMar DeRozan, left, and Kyle Lowry celebrate after beating the Hawks 96-86 at Air Canada Centre on Sunday.
NATHAN DENETTE/THE CANADIAN PRESS

NBA. Toronto posts comeback win after outscoring Atlanta by 21 in final 12 minutes

On Sunday

Raptors	Hawks
96	86

Toronto's Kyle Lowry had spent big chunks of Sunday's game on the bench, part of the coaching and medical staff's plan to manage the minutes of their battered and bruised team leader.

Unleashed in the fourth quarter, Lowry scored seven of his 25 points in the game's final minute to lift the Raptors to a 96-86 victory over the Atlanta Hawks.

After three horrible quarters, the Raptors outscored the Hawks 36-15 in the final 12 minutes to seal the victory.

"We've got a group of guys who are resilient, we want to win games, we've got a goal in mind," Lowry said. "It's fun to win games and when you've found the recipe to win in the fourth, you have to stick with it."

Lowry also had four assists and four steals in just 27 minutes. With the Raptors poised to make their first playoff appearance in six years, the team is being careful with his playing time.

"He's had a lot of minutes," said coach Dwane Casey. "It's hard, believe me, as a coach and for him as a competitor, it looks like we're going at each other but we both understand the situation. If it's close, I may close my eyes and forget time, but we have to watch his minutes."

DeMar DeRozan added 21 points Sunday, while Jonas Valanciunas finished with 13 points and 13 rebounds, and Greivis Vasquez chipped in with 12 points for the Raptors (39-30).

Lowry, who has struggled with a groin injury in the past, wouldn't say if anything specific is sore.

"My full body has aches and pains right now," he said. "I don't think any player in the NBA right now feels 100 per cent. It's that time of year where everybody has knicks and knacks and bruises."

DeMarre Carroll and Paul Millsap scored 17 points apiece to top the Hawks (31-37), while Jeff Teague added 16. THE CANADIAN PRESS

Quoted

"You don't know if it's a soccer move (embellishment) or what. He had my heart in my throat there for a little bit."

Raptors coach Dwane Casey on a scary moment late in the game when Amir Johnson went down in a heap clutching his left knee. Johnson was able to walk off the pain.

MLB

Buehrle strong in his second-last spring showing

Yankees fifth starter candidate Michael Pineda allowed three runs and six hits over six innings Sunday in New York's 3-1 loss to the Toronto Blue Jays.

Blue Jays left-hander Mark Buehrle gave up one run and seven hits in 6 1/3 innings. He will make his final spring training start in the first of two exhibition games in Montreal on Friday night against the New York Mets.
THE ASSOCIATED PRESS

Skicross

Big Air Mar wins 2nd Crystal Globe

Canadian skicross star Marielle Thompson capped her dream season in style Sunday by winning her second career Crystal Globe.

Thompson, who won Olympic gold last month at the Sochi Games, edged Fanny Smith of Switzerland to win the final World Cup of the season and the overall title. THE CANADIAN PRESS

Curling

Swiss rink proves Homan is human

Canada's Rachel Homan won silver at the women's world curling championship after falling 9-5 to Switzerland's Binia Feltscher.

Homan's Ottawa Curling Club foursome beat Switzerland in a playoff game Friday to get to the gold-medal game, but the Swiss won the rematch on Sunday. THE CANADIAN PRESS

Leafs burned by Devils for 5th straight loss

Rookie defenceman Jon Merrill set up a second-period breakaway goal by Patrik Elias and scored 32 seconds later to lead the New Jersey Devils to a much-needed 3-2 win over Toronto on Sunday night, sending the struggling Maple Leafs to their fifth straight loss.

Damien Brunner also scored and Cory Schneider had 21 saves as the Devils gave their slim playoff hopes a boost by winning for the second time in six games.

Tyler Bozak and Phil Kessel scored for the Maple Leafs, who saw embattled goaltender James Reimer give up three goals on 10 shots in less than 22 minutes of action.

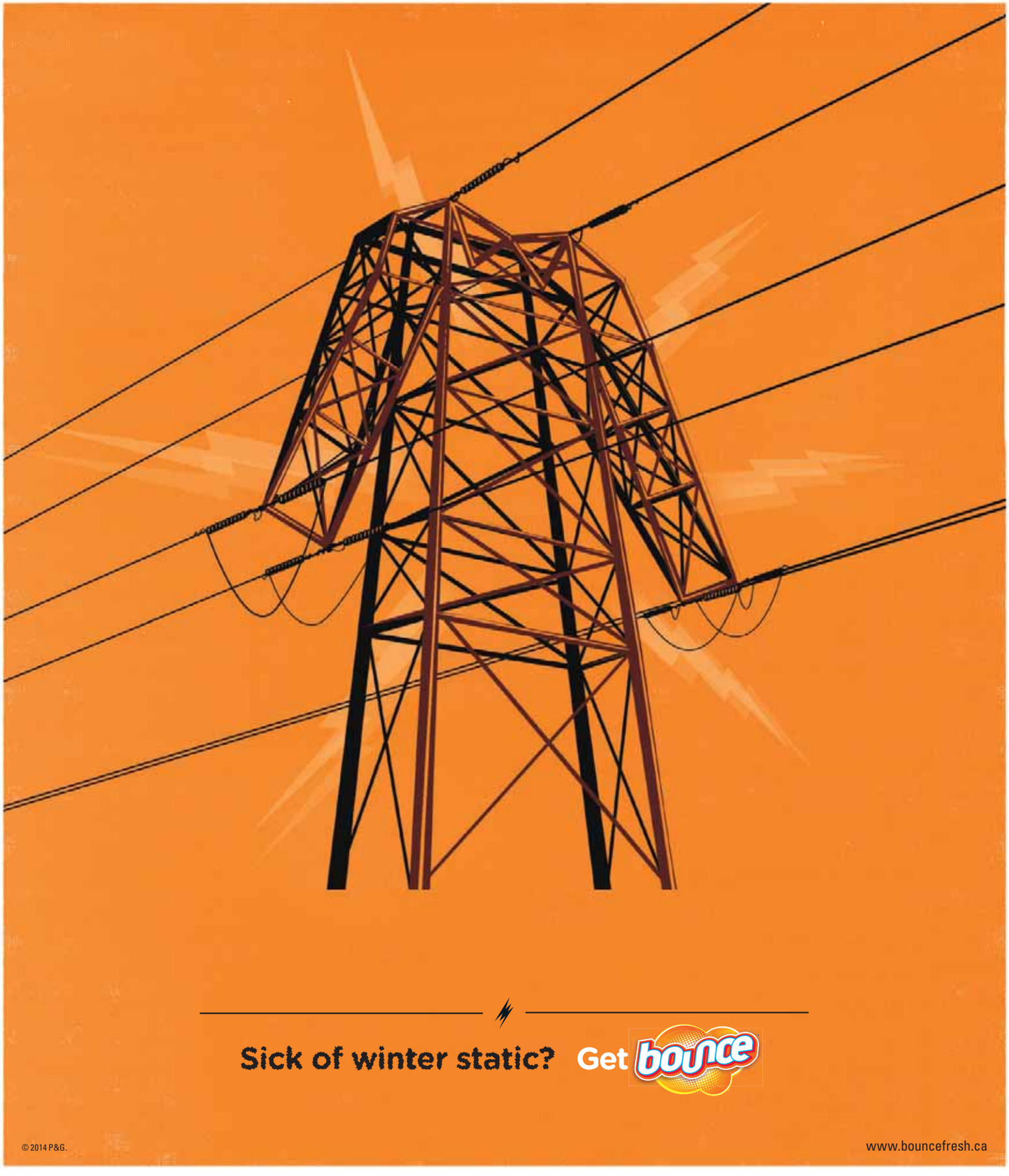
On Sunday

Devils	Maple Leafs
3	2

The skid ties Toronto's longest of the season and it could not have come at a worse with nine games left in the regular season.

After New Jersey's third goal, Maple Leafs coach Randy Carlyle sent Drew MacIntyre out to replace Reimer. MacIntyre had been playing for the AHL's Toronto Marlies this season before being recalled on an emergency basis after top goaltender Jonathan Bernier was sidelined with a groin injury. THE ASSOCIATED PRESS

Maple Leafs goalie James Reimer makes a save against the Devils' Dainius Zubrus in Newark, N.J., on Sunday. ADAM HUNGER/GETTY IMAGES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Defoe scoring his way toward World Cup leave

MLS. Striker's success could lead to trip to Brazil with England

Every goal Jermain Defoe scores for Toronto FC helps the MLS club climb out of the soccer sinkhole that was its home for the last seven seasons.

But each goal celebration also means that the 31-year-old striker may be a step closer to the England World Cup squad, taking him away from Toronto.

Unlike his final days at Tottenham, Defoe is the first name on the team sheet in Toronto. And with three goals in just two MLS games, Defoe was tied for the league lead in scoring going into play Sunday despite the fact Toronto (2-0-0) has already had a bye.

Despite a poor pitch, the five-foot-seven 143-pound Defoe could have scored five goals Saturday. Instead he settled for the winner in a 1-0 victory over D.C. United.

He hit the post once and was a threat every time he got the ball near the penalty box.

"When it falls for a player of his quality — and you'll see (it) with (Brazilian strike partner) Gilberto as well — you're surprised when it kind of doesn't go in," said Toronto manager Ryan Nelsen.

"It might have been, again no disrespect, probably the other way — surprised if it did go in in the past (with previous TFC strikers)."

While Nelsen wants his English star to succeed and knows that as Defoe goes, so will Toronto, there must be a small part of him that wants to retain Defoe's services for the entire season.

"I've got to watch what I say here because if I was (England manager) Roy Hodgson I'd pick him in a heartbeat," Nelsen said with a wry smile. "But if I'm Ryan Nelsen, I probably might be thinking another thing.

"Over his career, he's just got a natural ability to do what you've seen out there (Saturday) and what you saw last week. And look, he's not going to score every game, he's going to have these (off) games as all human beings do.

"If he keeps this up, he can't do anything more as a striker, can he? But we've got to help him get even better. We've got to try to improve him in every way we can. So if he does get that call-up, like Michael (Bradley), like Julio (Cesar), that they're ready and they're going to represent their country."

THE CANADIAN PRESS

Waiting for the call-up

Michael Bradley, an influential midfielder for the U.S. and Julio Cesar, Brazil's goalie, are both certainties to be called up for the June 12-July 13 World Cup.

- Jermain Defoe is battling a group of England strikers that includes Manchester United's Wayne Rooney and Danny Welbeck, Liverpool's Daniel Sturridge and Southampton's Rickie Lambert and Jay Rodriguez.
- The Toronto FC forward has 19 goals in his 55 England appearances.

Toronto FC's Jermain Defoe celebrates with teammates after scoring against D.C. United on Saturday at BMO Field. CHRIS YOUNG/THE CANADIAN PRESS

Stanford ends Wiggins' run at Kansas

Stanford's Josh Huestis, right, contests a shot from Andrew Wiggins of Kansas on Sunday in St. Louis. THE ASSOCIATED PRESS

Next stop for Andrew Wiggins, the NBA draft lottery.

The Kansas freshman, sensational all season, would just as soon forget what looks to be his college swan song.

"I could have done a lot better, I didn't give my team what they needed," Wiggins said after scoring just four points with four turnovers in the second-seeded Jayhawks' 60-57 loss to No. 10 seed Stanford on Sunday in the third round of the South Regional.

Just a little more from Wiggins, who had averaged 28 points the previous four games, might have been enough to send Kansas to the round of 16. He didn't get involved at all, hitting just one of six shots.

"I let a lot of people down," Wiggins said. "If I would have played better, we wouldn't be in this situation, you know?

"I blame myself for this."

Jayhawks coach Bill Self expects Kansas to be back in this position soon, just not with Wiggins.

"You know, this isn't the worst thing that's going to happen to him in his life," Self said. "If it is, he's had a charmed life, there's no question about that.

"I'm sad for our team and I'm sad for him that it wasn't our day or his day today."

Stanford's front line might have thrown off Wiggins, who again didn't have seven-foot centre Joel Embiid with him because of a stress fracture in his back.

"We don't go against many teams that are bigger than us," Self said. "So they bothered him with length. And I think he had an off-game, too."

Dwight Powell had 15 points and seven rebounds and Stanford wrapped up the upset from the free throw line.

Stanford will play 11th-seeded Dayton, which beat No. 3 Syracuse 55-53, in the round of 16 in Memphis, Tenn.

THE ASSOCIATED PRESS

Notable results from Sunday

- **Shockers run out of power.** Andrew Harrison scored 20 points, twin brother Aaron had 19 and Kentucky ended Wichita State's pursuit of a perfect season Sunday in a 78-76 victory.
- **Cyclones give Tar Heels the boot.** DeAndre Kane drove for the game-winning layup with 1.6 seconds left and Iowa State beat North Carolina 85-83.
- **Vols vault to round of 16.** Jarnell Stokes had 17 points and a career-high-tying 18 rebounds, and Tennessee denied Mercer a second straight upset, winning 83-63.

Sports in pictures

1 Soccer. Messi muscles Barca over Real Madrid

Lionel Messi scored a hat trick to give Barcelona a 4-3 win at 10-man Real Madrid in an electrifying match that kept the three-way Spanish league title race wide open between the two teams and Atletico Madrid.

THE ASSOCIATED PRESS

2 PGA. Every finally a winner on tour

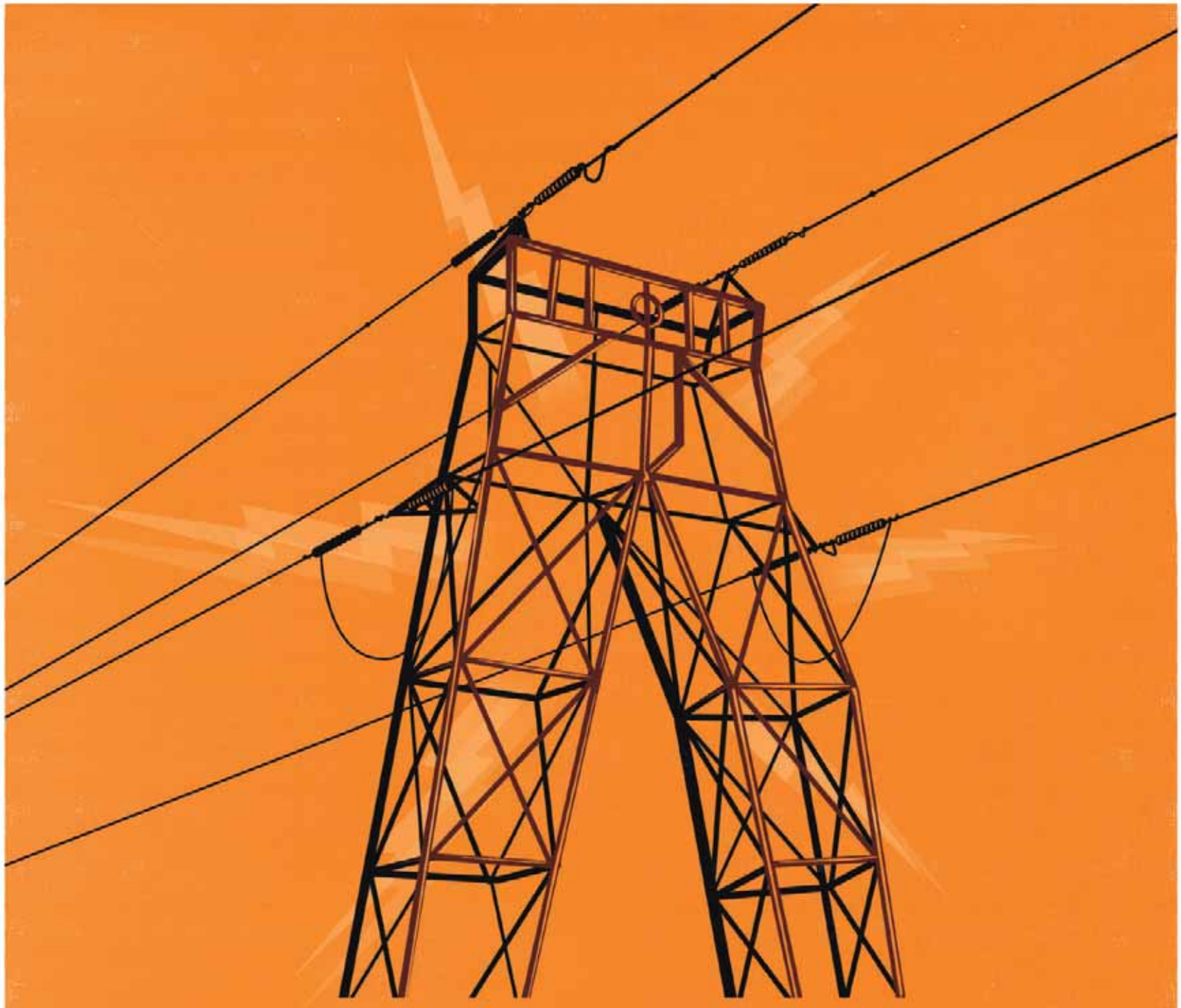
Matt Every took advantage of a surprising collapse by Adam Scott and held on for his first PGA Tour win at the Arnold Palmer Invitational on Sunday.

THE ASSOCIATED PRESS

3 Rugby. Canada places 7th in Tokyo

An injury-hit Canada lost to England and the U.S. on Sunday to finish tied for seventh at the Japan Sevens.

Fiji scored five tries in the final to beat defending champion South Africa 33-26. THE CANADIAN PRESS



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Horoscopes

Aries
March 21 - April 20
If you need assistance over the next few days, you must ask for it. There is nothing heroic about keeping your pain to yourself. Why suffer when friends and family are ready and willing to help you?

Taurus
April 21 - May 21
The omens are good now, so why do you think something bad is about to happen? Realize that if you think like that you increase the chances that it will happen that way.

Gemini
May 22 - June 21
Cosmic activity in the area of your chart that influences friendships means you must not stay at home. Get out and meet people. They certainly want to meet you.

Cancer
June 22 - July 23
You'll be able to twist people around your little finger today. Is it right to use your talents in this way? Of course it is. All is fair in love, war and getting ahead in your career.

Leo
July 24 - Aug. 23
Don't let anyone restrict your freedoms. You need to let those who would like to take away your right to think and speak for yourself that you are not having it, that you will fight them all the way. And you must mean it.

Virgo
Aug. 24 - Sept. 23
If you let fear get the better of you today, you could miss out on something that would have been a lot of fun — and might even have made you money. You have nothing to be anxious about, so take risks.

Libra
Sept. 24 - Oct. 23
Cosmic activity in your opposite sign of Aries is trying to warn that where your feelings are concerned, you could be easily misled. Others may try to manipulate you but don't make it easy for them.

Scorpio
Oct. 24 - Nov. 22
Don't be afraid to take risks on the work front this week. The planets indicate you need to be more adventurous where your methods and routines are concerned. Just be careful you don't overdo it.

Sagittarius
Nov. 23 - Dec. 21
You will see someone you thought of as a rival in a new light today. They are in fact one of the best friends you've got. Like all best friends, they may sometimes tell you things you don't want to hear.

Capricorn
Dec. 22 - Jan. 20
Creatively and romantically the sky is the limit this week and with travel plans well starred, be on the move. Don't let duties hold you back. You are entitled time for yourself.

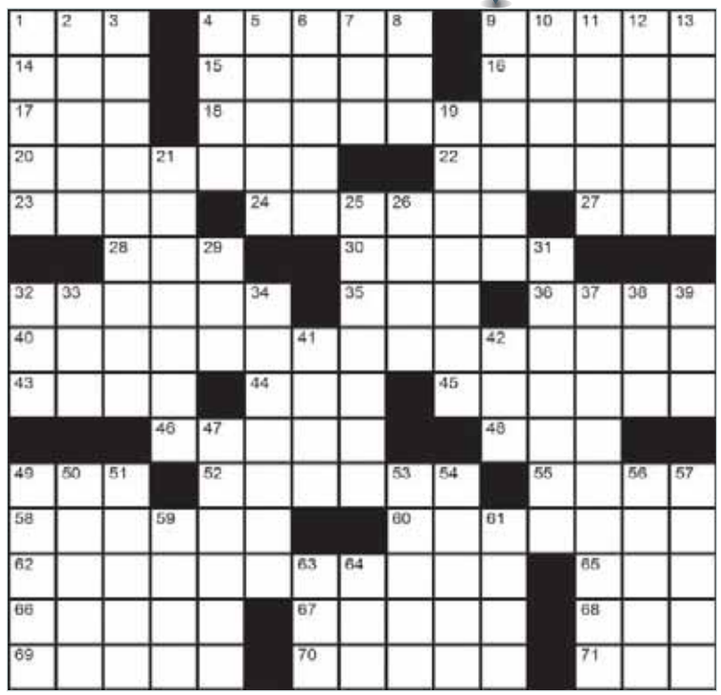
Aquarius
Jan. 21 - Feb. 19
Let a friend who is feeling down know you are there for them. Your words could be all it takes to get them smiling. One small act of kindness could have a knock-on effect that transforms their life!

Pisces
Feb. 20 - March 20
You will most likely make small gains over the next few days, which are then cancelled out by a number of small losses. Overall you won't be out of pocket, so take the rough with the smooth. SALLY BROMPTON

Crossword: Canada Across and Down

See today's answers at metronews.ca/answers.

BY KELLY ANN BUCHANAN



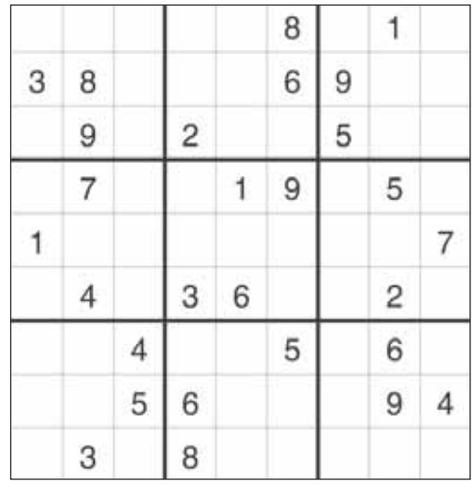
Across
1. American flight watchdog org.
4. "The Voice" coach
9. "__ __ I may, I can't..."
14. Whethers
15. Lady Gaga's "The Edge of __"
16. Hour: French
17. __ up (Absorb)
18. Kitchener-born trailblazer of hockey analysis who is a Member of the Order of Canada: 2 wds.
20. Montreal-based carrier, Air __
22. Tea type
23. Follower of 'Que' twice, in song
24. "The Graham __ Show", on BBC Canada
27. Scot's 'No'
28. Paraguay/Brazil border river
30. Singer Clay
32. Anxieties
35. Pierre's 'here'
36. Apartment features, in ads [acronym]
40. Toronto's whereabouts: 2 wds.
43. Church part
44. Poke fun
45. Boulangerie offering
46. Artwork like the original, informally
48. Emerald
49. "Oy __!"
52. Looked at
55. Li'l times
58. Food Network Canada show hosted by #19-Down, "Everyday __"
60. Canadian filmmaker Ivan
62. 'Nova Scotia' is Latin for what?: 2 wds.
65. Fam. member
66. Goodie
67. France: Oise tributary
68. __ boost
69. Old Roman roads
70. Breaks-not the rules
71. Putrefaction

Down
1. Scrapper's weapons
2. Previously, in ye olden days
3. Spring vegetable
4. Friends of 'eewws'
5. "Show Your Teeth": Vancouver singer/songwriter, Jasper __ Yip
6. __ __ books (Do-it-yourselfer's fave reads)
7. "__, _ don't know." (Unsure reply)
8. Deli bread
9. Soulmate: 2 wds.
10. Fishing rod part
11. "Stairway": Vancouver band, __ Blonde
12. Sporting facility
13. Mr. Savard, Montreal-born hockey great
19. Roger __ (Celebrity chef, a Judge on "Chopped Canada")
21. Cat-with-headphones-logo early music site
25. Sky surprise
26. Drummer Mr. Torres
29. Sports fig.
31. Least unkempt
32. Cool __ _ cucumber
33. Alphabetic trio
34. 1973 Al Pacino movie
37. What Quebec's motto 'Je me souviens' means: 2 wds.
38. Optima car maker
39. Old French coin
41. Juste pour __ (Montreal festival)
42. Identify
47. Forces from property
49. Twenty, in Rome
50. Strain
51. "That's awesome!"
53. Clear
54. Halifax-born musician Mr. Doherty (b.1940 - d.2007)
56. Ship's load
57. Snob
59. Bygone sovereign
61. Mid-month times
63. Universal ideal
64. Women's __ ('70s movement)

Friday's Crossword

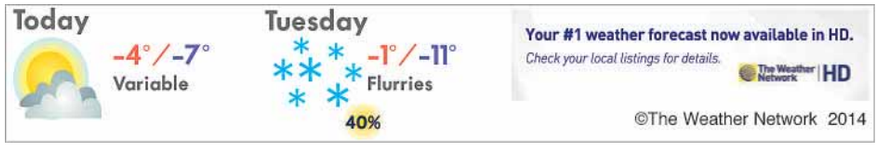
Sudoku

How to play
Fill in the grid, so that every row, every column and every 3x3 box contains the digits 1-9. There is no math involved.



Friday's Sudoku

6	8	7	9	4	2	1	5	3
1	3	2	8	5	6	4	7	9
9	4	5	3	1	7	8	2	6
2	1	3	6	7	4	5	9	8
4	5	9	2	8	1	3	6	7
8	7	6	5	3	9	2	4	1
7	2	4	1	6	8	9	3	5
5	6	1	4	9	3	7	8	2
3	9	8	7	2	5	6	1	4



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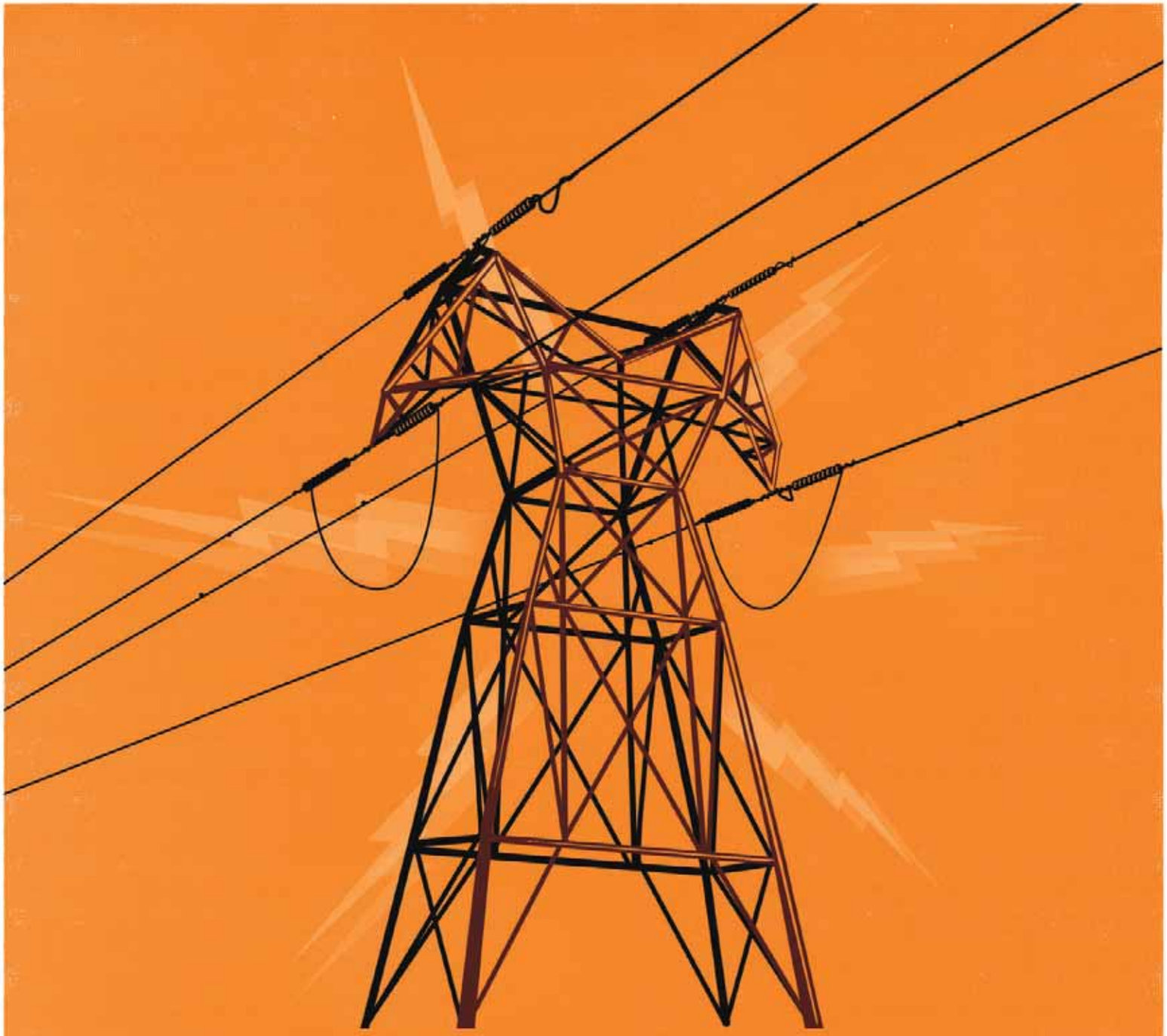

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